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FSC-77-A	5/8/95	TO: ROM
SUBJECT: RETAIL PARTNERS SELLING TOOLS		
DISTRIBUTION:		
<input checked="" type="checkbox"/> AVP	<input checked="" type="checkbox"/> CAM	<input type="checkbox"/> ELM
<input checked="" type="checkbox"/> RM	<input checked="" type="checkbox"/> Reg.Mil.Mgr.	<input type="checkbox"/> MIL
<input checked="" type="checkbox"/> RBM	<input type="checkbox"/> Reg.DF Mgr.	<input type="checkbox"/> DF
<input checked="" type="checkbox"/> ROM	<input type="checkbox"/> DM	<input type="checkbox"/> REP

DM	T&B	REP
1224		
1225		
1226		
1229		
1230		
PTC	SAM	
ROM	PA	SC
RM	PC	MC
1240	1242	SAM

Additional selling tools will be available soon to assist you in selling the Retail Partners Program. These tools consist of the following:

- **Laminated Retail Partners Sheets**
 - Laminated sheets that provide program requirements on one side and payment/Co-Marketing rates on the reverse side. These sheets will serve as a Retail Partners reference tool and will be mailed directly to all Field Sales employees no later than the week of 5/15/95.
- **Sell Sheets**
 - Sell sheets in pads of 25 will be available to use to present the Retail Partners Program to retailers. These sheets are program specific (item numbers listed below) and allow for volume ranges and payment rates for qualifying retailers to be written on the document for presentation. (Examples attached)
 - Self-Service Pack Outlet Base Item #490955
 - Non-Self-Service Pack Outlet Base Item #490961
 - Self-Service Carton Outlet Base Item #490970
 - Non-Self-Service Carton Outlet Base Item #490982
 - Cigarette Outlet Base Item #490991

Sell sheets will be available to order through SMS beginning 5/17/95.
(Please order realistic quantities.)

Program contact: Merchandising Department Contacts

NESA	Mike Buckler	x1625
SSA	Tom Sullivan	x2572
WSA	Ron Grout	x2196
MWSA	Rich Pettorini	x1052

R. J. REYNOLDS TOBACCO COMPANY
Attachments

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